

SALES & SERVICES ASSOCIATE ACADEMY

Module 4: Relatability



Objectives

- Discuss how to provide a world-class customer experience.
- Develop positive interactions with customers to provide customer satisfaction.
- Recognize customer perception factors and how to influence them.
- Identify risk factors that prevent providing world-class customer service.
- Build a customer-centric environment to drive repeat business, customer loyalty, and revenue.

Relatability

Ability to establish an association, connection, or relationship:

- Ensure customers receive world-class customer service with every transaction.
- Selling our products generates revenue and creates return customers.
- Educate customers and explain the benefits of our products and services so that they can make an informed mailing decision.
- Do not assume that the customer wants the cheapest price.
- Customers want value, not necessarily the cheapest price.
- Provide options.

Activity – Buying a Car

Rate factors according to importance to you:

____ Safety

____ Color

____ Availability

____ Price

____ Features/accessories

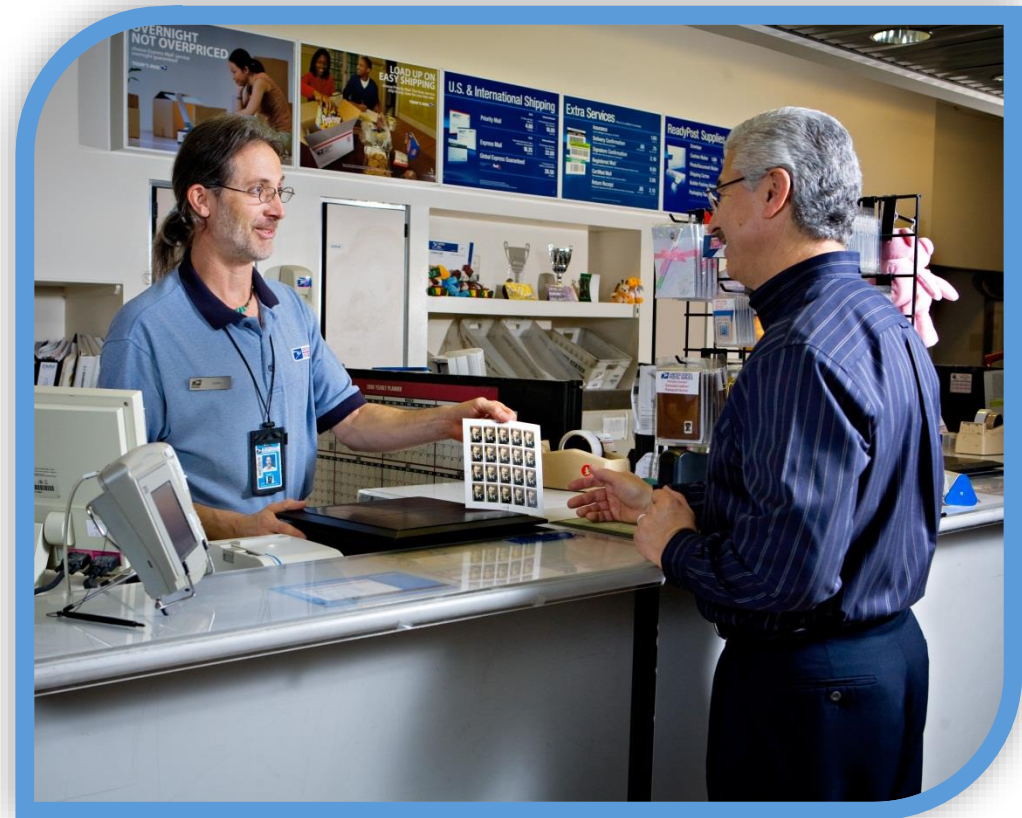
Build Customer Relationships

- Positive attitude
- Listening
- Communication
- Adapt to change
- Product knowledge
- Customer responses
- Strive to be the best



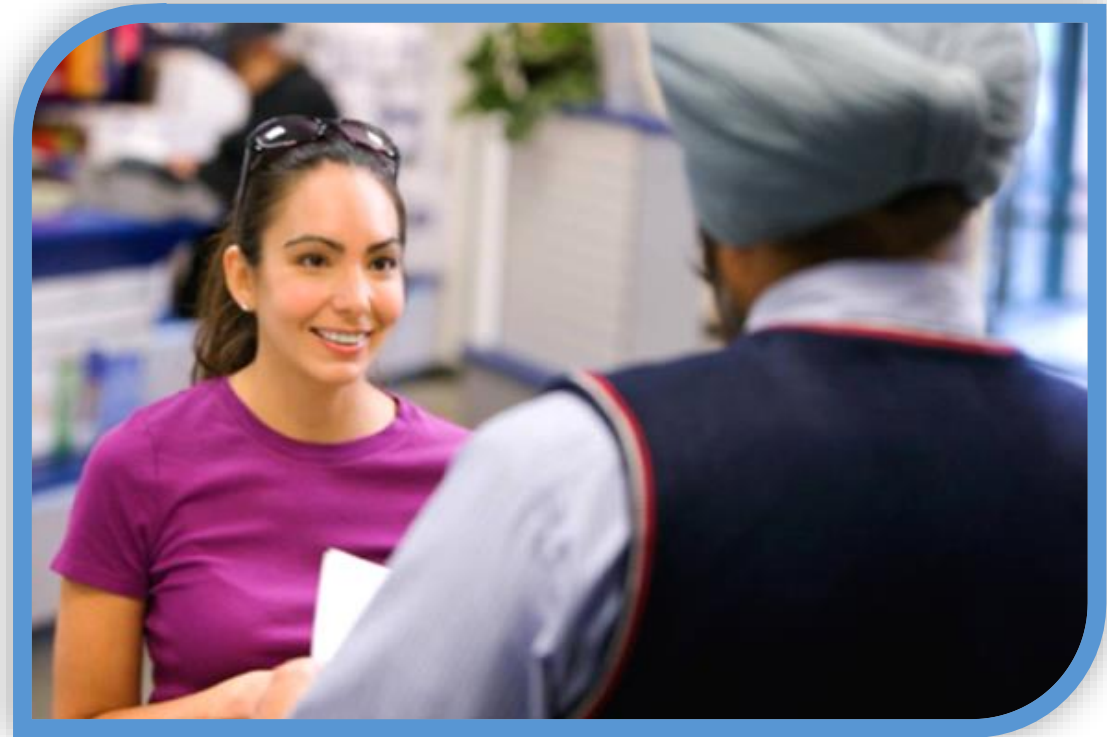
Communication

- How we speak and listen.
- Establish and nurture relationships.



Verbal Communication

- Spoken words.
- May have nonverbal meanings.
- Tone and Rate influence meaning.
- Accurate and clear verbal communication activates the mind and encourages creativity.
- Phrase words positively.

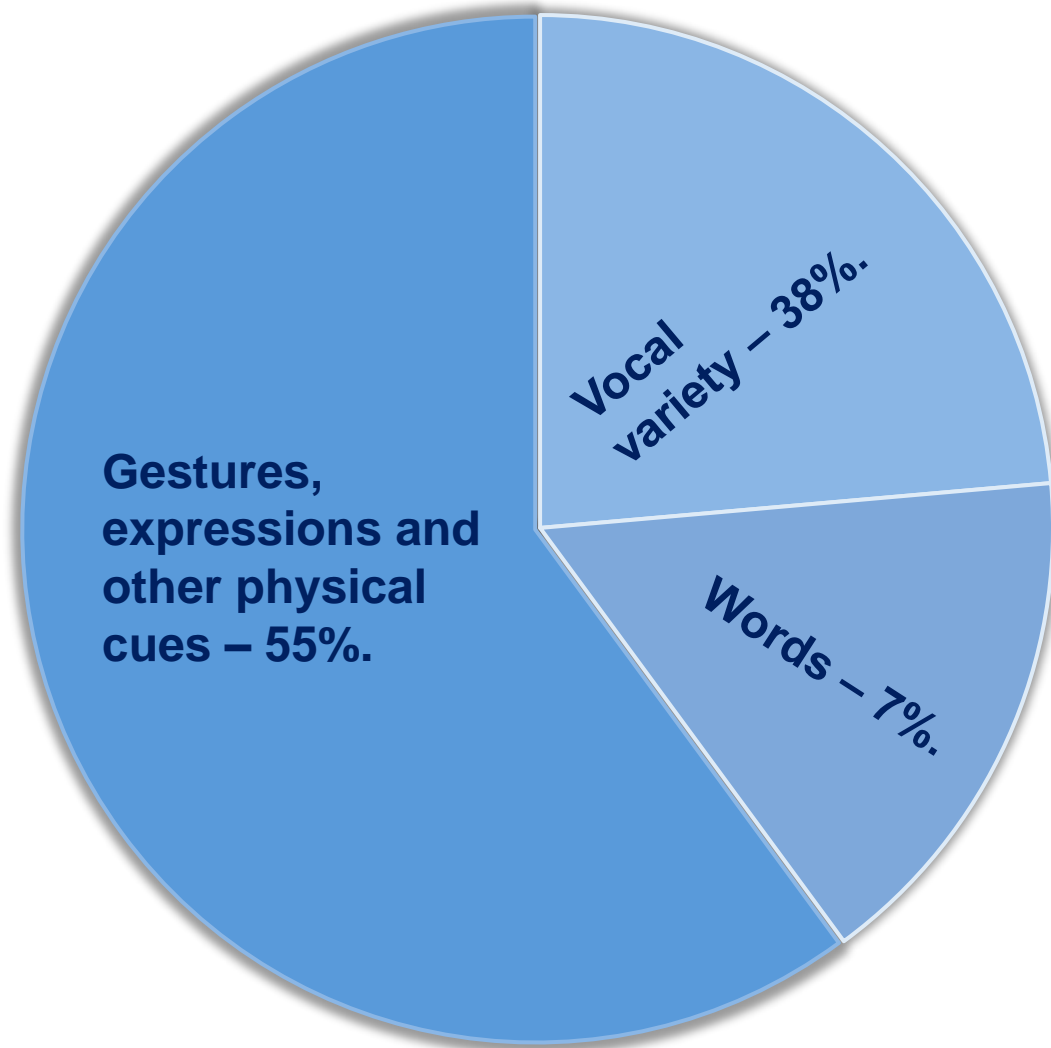


Nonverbal Communication

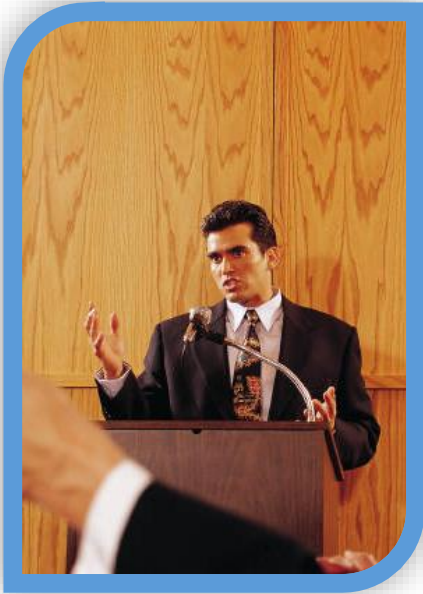
- Wordless signals.
- Message continues after you stop speaking.
- Natural, unconscious language that shows true feelings and intentions.



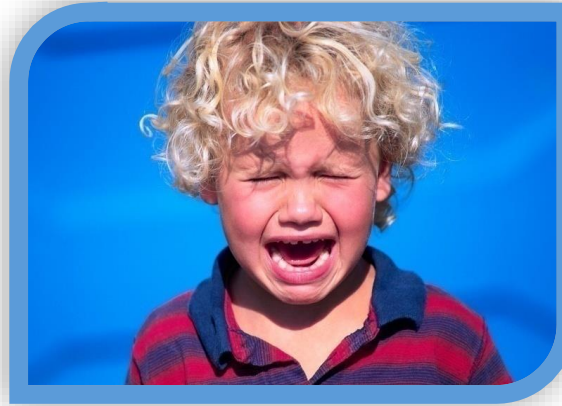
Verbal and Nonverbal Communication



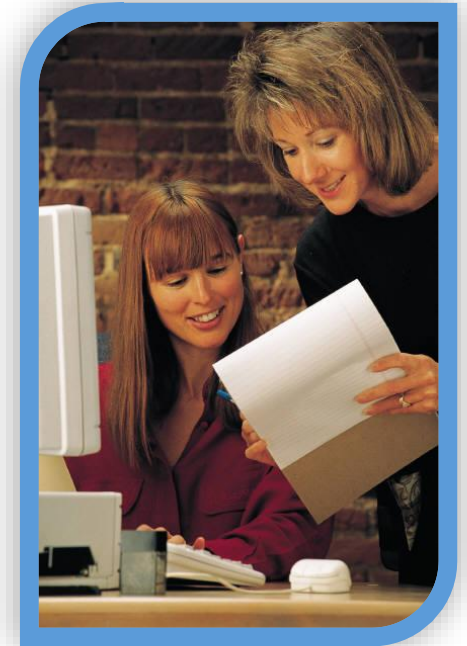
Nonverbal Cues



Body Movement



Facial Expressions



Personal Space

Activity – Nonverbal Communication

- Volunteers demonstrate emotions nonverbally.
- Class determines the nonverbal cue demonstrated.

Activity – Verbal Communication

- You will hear four examples of customer interactions.
- Record your observations after each example in your participant guide on page 4-6.
- Think about how you would feel as a customer.

Audio 1



Audio 2



Audio 3

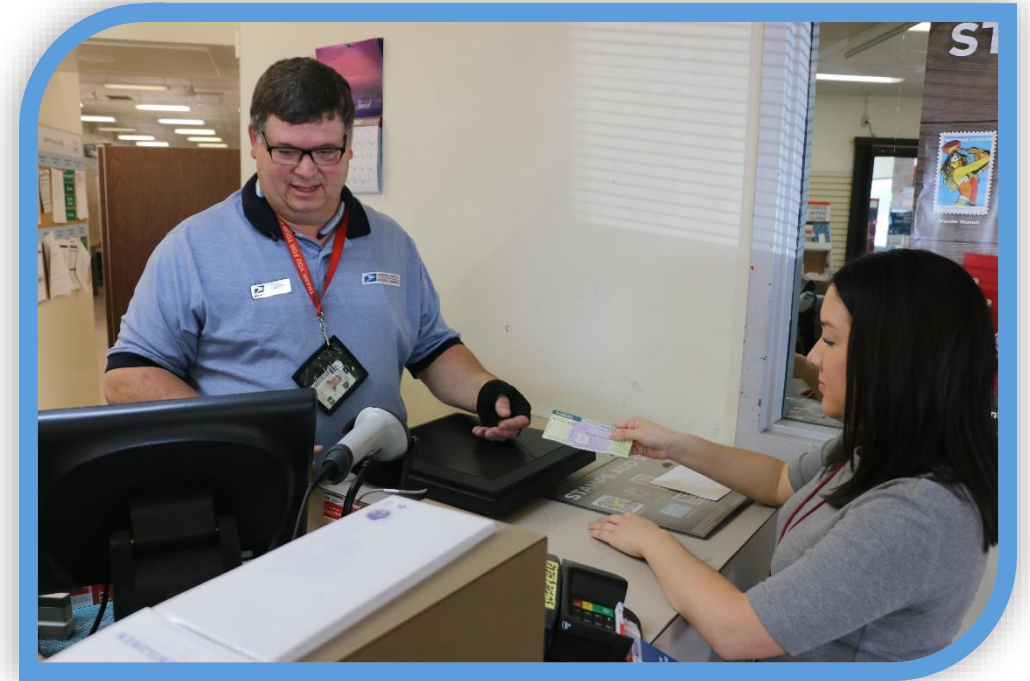


Audio 4



Right Words for the Right Outcome

- *Ineffective Communication* – words or statements that could generate negative feelings and could escalate a situation.
- *Effective Communication* – words or statements that could diffuse a situation and make the customer feel like their needs are being addressed.



Activity – Choosing the Right Words

List words or statements
in appropriate section.



Listening Skills

Half of communication is listening.

We remember:

- 50% after 1-2 days.
- 25% after 2 months.
- Important link in making or maintaining relationships.

Exceptional communicators understand when to speak and when to listen.



Listening Myths

Listening is easy because it is hearing.

Learning the skill of listening is a natural process of human communication requiring no planning.

Listeners receive the same message all the time.

Activity – Listening

- Divide into pairs.
- Take turns speaking and listening.
- Describe your job duties as an SSA.

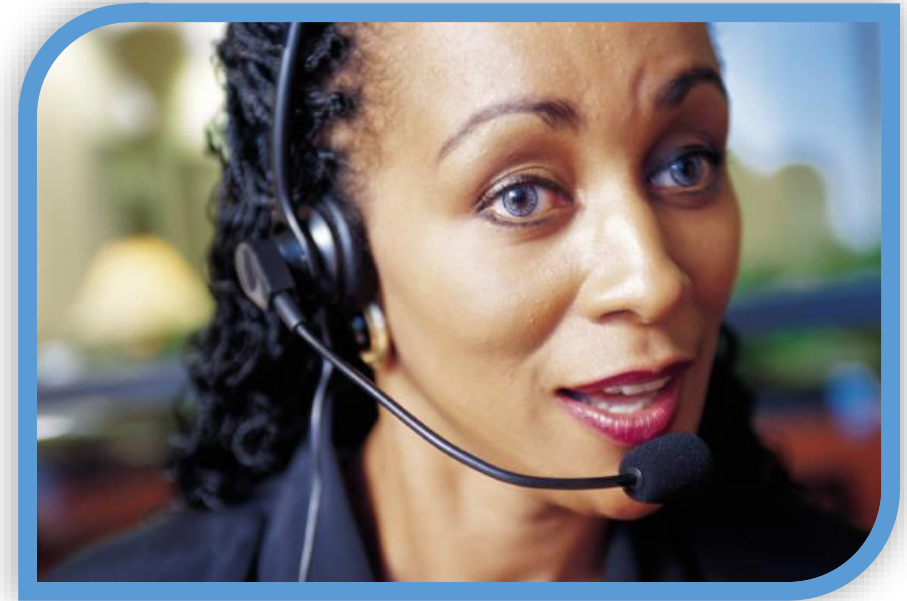
Activity – Barriers to Listening



Barriers to effective listening

Active Listening

- Paraphrase to check meaning.
- Repeat key information.
- Clarify message.



Five Essential Elements

- Open and respectful demeanor.
- Verbal and nonverbal questions.
- Seek clarification.
- No assumptions.
- Provide feedback.



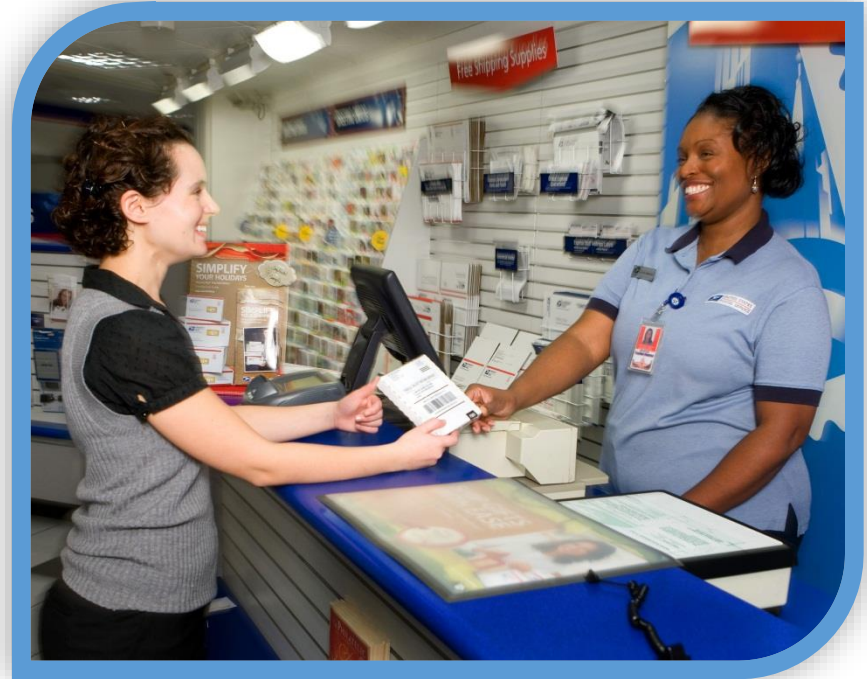
S.O.L.E.R

- Squarely face the person.
- Open your posture.
- Lean towards the sender.
- Eye contact maintained.
- Relax while attending.



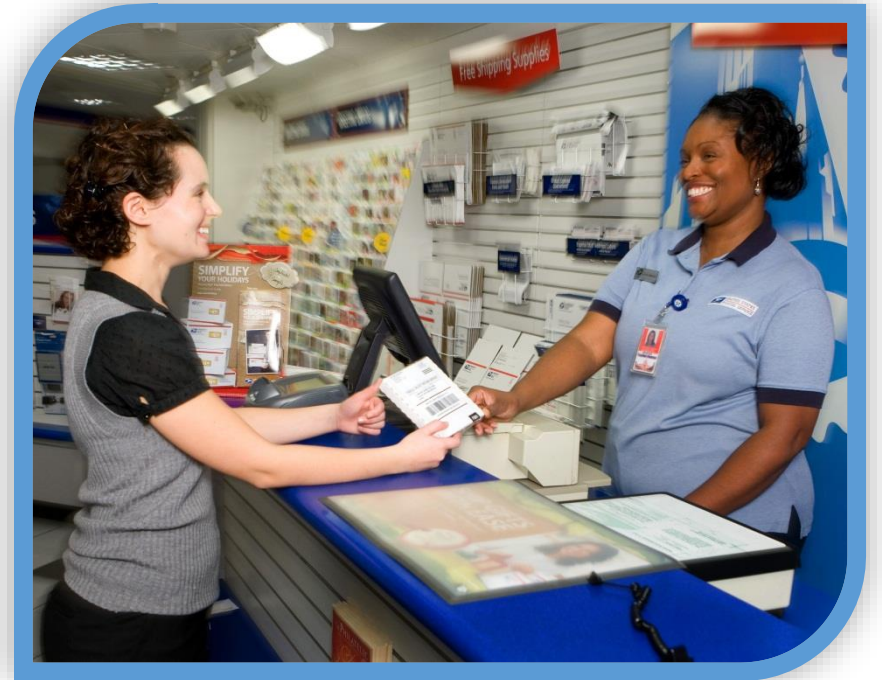
Clarifying

- Identify what is communicated.
- Provide better understanding.



Successful Retail Sales Transactions

- Create repeat, loyal, and knowledgeable customers.
- Create customer-centric environment.
- Suggest Priority Mail Express[®] and Priority Mail[®].
- Educate customers on products and services.
- Offer additional items.
- Customers are the core of our business.
- Thank the customer and encourage them to complete the POS survey.



Meeting the Needs of our Customers

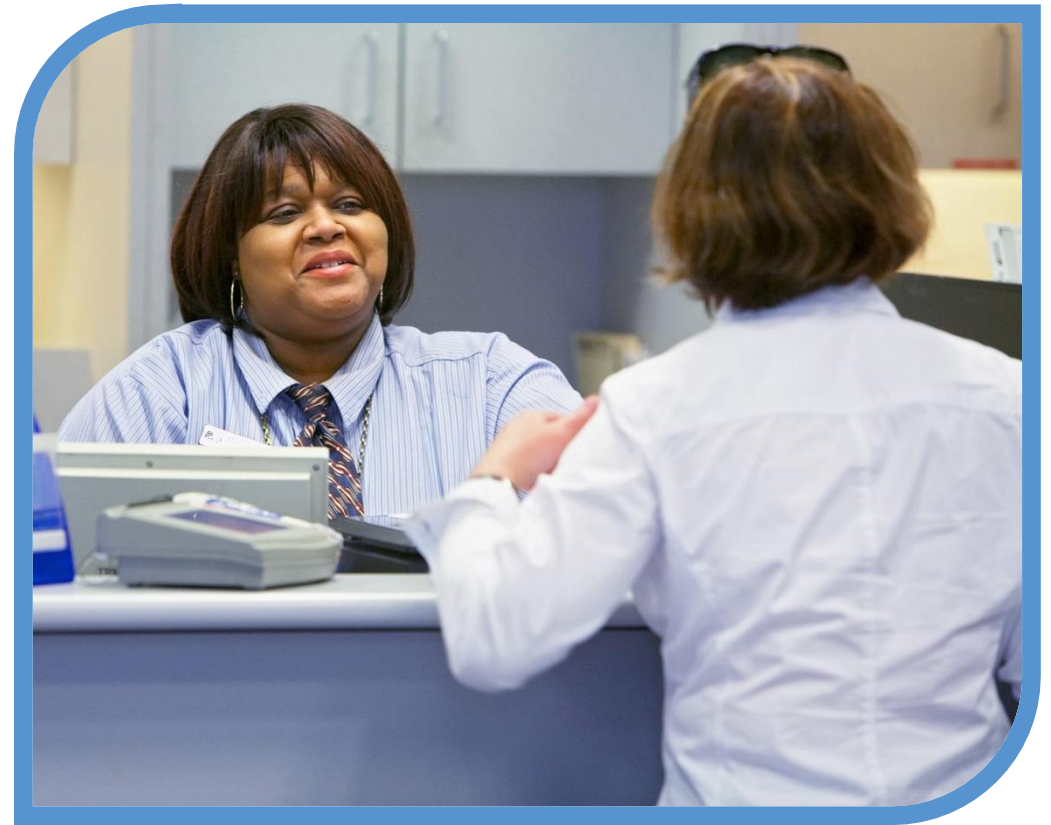


Introduction to A+GIST

A + G I S T

Acknowledge and Greet Customers

- Acknowledge customers as they enter the lobby.
- Smile and welcome the customer.
- Use eye contact.
- Show customer appreciation.



Activity – Customer Greeting



Customer greetings

HAZMAT Question

“Does this item contain anything fragile, liquid, perishable, or potentially hazardous such as lithium batteries, perfume, mercury, or aerosols?”



Inquire

- Inquire to determine customer's need.
- First, offer Priority Mail Express®.
- Then, offer Priority Mail®.

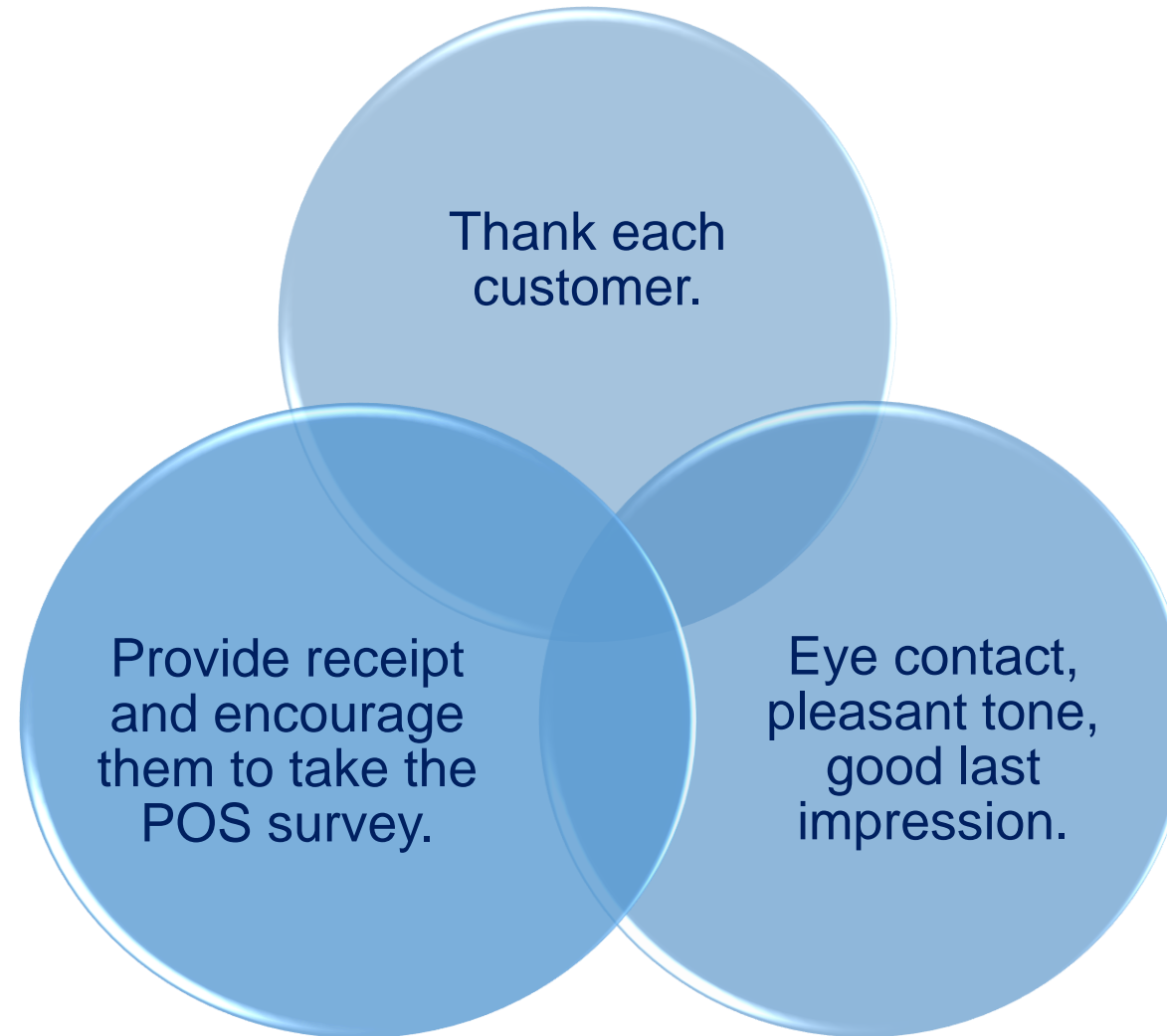


Suggest

- Signature Confirmation™ and additional insurance.
- Suggest products and services such as Gift/Greeting Cards, ReadyPost® items, Stamps, Passport Services, and P.O. Box™ rental.



Thank



Activity – A+GIST

- Class divided into four groups.
- Develop response to your group's assigned question.

Group 1 – A customer approaches you and places a small package on the counter. Before you can even greet them, they say, "Send it regular mail."

Group 2 – Your customer places their package on the counter and says they want to have the package delivered quickly.

Group 3 – Customer asks for a book of stamps.

Group 4 – Customer has a package and says they need the cheapest way to send it.

Customers are the Core

- Customers are the core of our business.
- Customer-centric environment.
- Make a great first impression.
- Make customers feel welcome.



Customer-Centric Environment

A customer-centric environment drives return customers, customer loyalty, and revenue.

Focus all your attention on the customer in front of you.

A+G

Acknowledge and greet customer. Make eye contact.

I

Listen attentively and ask probing questions.

S

Offer products and services to meet mailing and shipping needs.

T

Always provide receipt and end transaction pleasantly by saying thank you.

Summary

- Discuss how to provide a world-class customer experience.
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